



# INDIAN GAMING

TRADESHOW & CONVENTION

APRIL 8-11, 2024



## 2024 EXHIBIT & SPONSORSHIP PROSPECTUS

ANAHEIM CONVENTION CENTER, ANAHEIM, CA

STAY UP TO DATE WITH THE LATEST SHOW NEWS: [INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)



# TABLE OF *CONTENTS*

**3-4** SHOW OVERVIEW

**5-6** BY THE NUMBERS

**7** EXHIBIT SPACE

**8-10** NETWORKING FOCUSED OPPORTUNITIES

**11** EDUCATION OPPORTUNITIES

**12-16** BRANDING OPPORTUNITIES

**12** DIGITAL

**14-16** AT-SHOW



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

[INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)



# SHOW OVERVIEW

**As the largest gathering of tribal leaders and casino executives in the country,** the Indian Gaming Tradeshow & Convention is the place where tribal and commercial gaming come together to conduct business, learn, and network. The Indian Gaming Tradeshow & Convention has established itself not only as premier event for the gaming industry but a cultural celebration of Native American success, strength and self-reliance.

□□ WE HOPE YOU WILL JOIN US AND BE PART OF A LONG STANDING CELEBRATION OF SUCCESS AND CULTURE THAT STRENGTHENS AND SHOWCASES THE INNOVATION OF OUR GAMING COMMUNITY □□

CHAIRMAN ERNEST L. STEVENS, JR.,  
INDIAN GAMING ASSOCIATION

## BY INDIAN GAMING

The Indian Gaming Association is a non-profit organization of sovereign tribal nations with other non-voting associate members representing organizations, tribes and business engaged in tribal gaming enterprises around the country. As the go-to resource for the community on education, legislation and public policy issues, Indian Gaming Association works to advance the social, economic and political success of its members and the Indian community, at large. For more information, visit [www.indiangaming.org](http://www.indiangaming.org).



## TAKE ADVANTAGE OF OUR GLOBAL REACH

The Indian Gaming Association has entered a strategic partnership with Clarion Events – producer of 180+ worldwide events including the biggest b2b gambling event in the world, ICE London – creating the largest and most comprehensive platform serving the global gaming ecosystem.

Your participation in the Indian Gaming Tradeshow & Convention transcends to a global audience of key gaming decision makers.



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

[INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)

# SHOW OVERVIEW

**OUR COMPREHENSIVE SCHEDULE PROVIDES TIME  
FOR LEARNING, NETWORKING AND PRODUCT SOURCING:**

## **MONDAY, APRIL 8**

*Annual Golf Tournament,  
Pre-Show Education,  
Chairman's Welcome Reception*

## **TUESDAY, APRIL 9**

*Full Conference Day, Arts &  
Crafts Exhibits, Chairman's  
Awards Luncheon*

## **WEDNESDAY, APRIL 10**

*Exhibit Hall, Arts & Crafts  
Exhibits, Show Floor Education  
Digital Play Summit*

## **THURSDAY, APRIL 11**

*Exhibit Hall, Arts & Crafts  
Exhibits, Show Floor  
Education, Digital Play  
Summit*



## **ANAHEIM:**

The Anaheim Convention Center (ACC) is consistently ranked as one of the top meeting venues in the U.S. in terms of its size, attendance, overall building services and amenities. You'll experience sun-soaked Southern California with the convenience of a meeting destination that's just steps away from everywhere you'll want to be including hotels, dining and entertainment.

## **MEET THE WHO'S WHO OF THE INDUSTRY:**

- ▶ Tribal Leaders & Council Members
- ▶ Indian Gaming Commissioners/Regulators
- ▶ Top Executives (CFOs, CEOs, GMs, Marketing, iGaming)
- ▶ Facilities Managers at Hotels, Casinos, Bingo Halls and Resorts
- ▶ Economic Development Properties
- ▶ Security/Surveillance Managers

**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



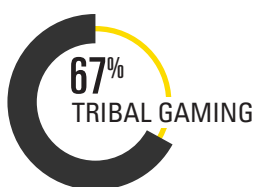
**INDIAN GAMING**  
TRADESHOW & CONVENTION

**INDIANGAMINGTRADESHOW.COM**

# BY THE NUMBERS

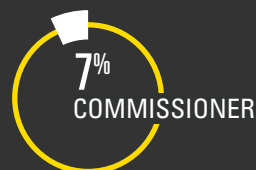
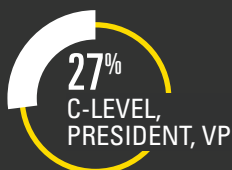
The Tribal Gaming Sector is a **\$40.9-BILLION** market, accounting for roughly half of the gaming revenue in the United States (nicg.gov)

## WHO ATTENDS

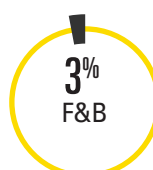
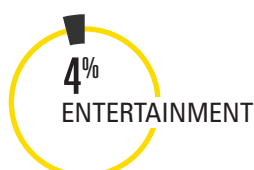
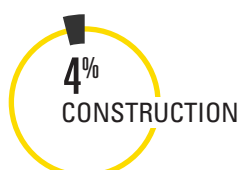


TRIBAL GAMING  
REVENUES HAVE  
**INCREASED**  
EACH YEAR FOR  
THE PAST DECADE

## AUDIENCE BY TITLE



## AUDIENCE BY SECTOR



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



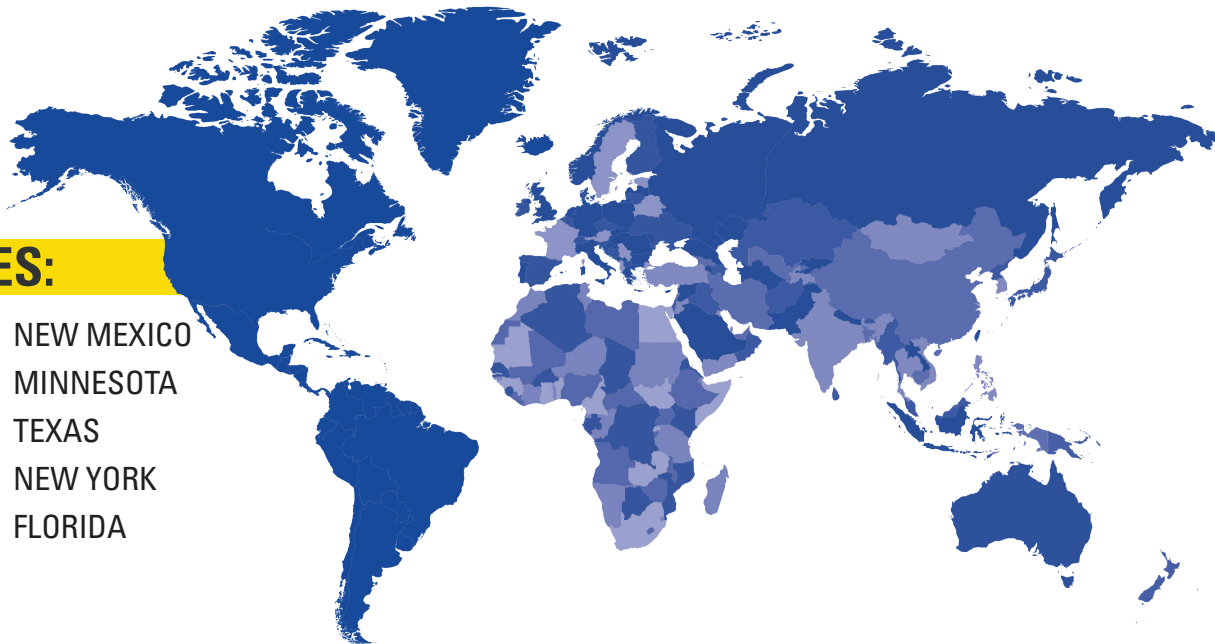
**INDIAN GAMING**  
TRADESHOW & CONVENTION

INDIANGAMINGTRADESHOW.COM



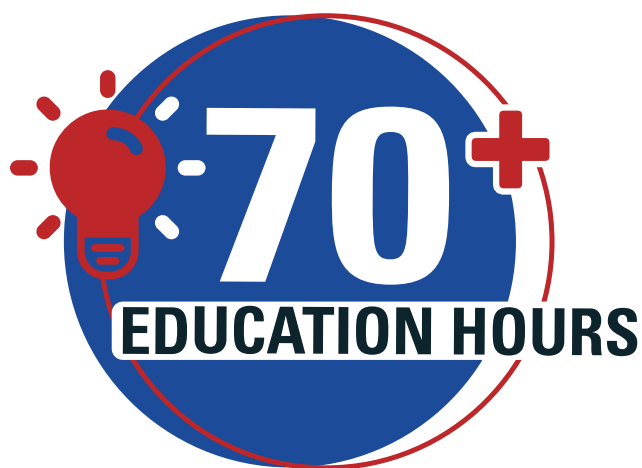
# BY THE *NUMBERS*

REPRESENTING 50 STATES & 20 COUNTRIES



## TOP STATES:

CALIFORNIA	NEW MEXICO
NEVADA	MINNESOTA
OKLAHOMA	TEXAS
ARIZONA	NEW YORK
WASHINGTON	FLORIDA



45% OF ATTENDEES HAVE  
A BUDGET OF **\$500K** OR  
MORE TO SPEND ON PRODUCTS  
FOUND AT THE SHOW



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

[INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)

# EXHIBIT PACKAGES

Enhanced value with each booth. Our exhibit packages are designed to showcase your company's products and services as well as ensure you connect with top decision makers.

## EXHIBITORS RECEIVE: (PER 10X10 BOOTH)

- ▶ Two chairs, one 6' skirted table, & a wastebasket
- ▶ 2 Exhibitor Platinum Plus Conference Passes (access to tradeshow floor & sessions)
- ▶ 4 Booth Staff Badges (access to tradeshow floor only)
- ▶ Exhibitors will be allowed to invite an unlimited number of qualified customers to the tradeshow floor at no charge (\$449 value)

## NEW EXHIBITORS RECEIVE THE FOLLOWING ADDITIONAL ITEMS:

- ▶ Listing as a New Exhibitor on the Website
- ▶ Listing on Registration Handout
- ▶ Inclusion on (2) Attendee Emails
- ▶ Listing on Signage in Registration Area
- ▶ New Exhibitor Floor Decal in front of booth

*\*\$399 automatic add-on to booth space*

## STARTING BOOTH PACKAGE PRICING

Indian Gaming Association Associate Member\*: \$3450 per 100 sq ft

Non-Member: \$4250 per 100 sq ft

Tribally Owned Enterprise: \$3350 per 100 sq ft



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING  
TRADESHOW & CONVENTION**

**INDIANGAMINGTRADESHOW.COM**

# NETWORKING FOCUSED OPPORTUNITIES

## CHAIRMAN'S WELCOME RECEPTION

Don't miss the chance to help welcome the 2024 Indian Gaming Tradeshow & Convention audience to Anaheim at the Chairman's Welcome Reception.

### **TITLE SPONSOR: \$25,000 (5 AVAILABLE)**

- ▶ Your company logo on prominent display at the Chairman's Welcome Reception

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

### **BAR SPONSOR: \$20,000 (EXCLUSIVE)**

- ▶ Your company logo on prominent display at the bar at the Chairman's Welcome Reception

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## CHAIRMAN'S AWARD LUNCHEON

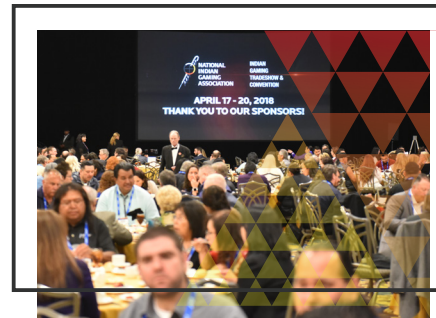
The Chairman's Leadership Awards Luncheon is a highlight of the Indian Gaming Tradeshow & Convention schedule where tribal and gaming leaders are recognized for their contributions.

### **SUPPORTING SPONSOR: \$25,000 (5 AVAILABLE)**

- ▶ Your company logo on prominent display at the Chairman's Leadership Awards Luncheon.
- ▶ Premier table at the Chairman's Award Luncheon

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING  
TRADESHOW & CONVENTION**

**INDIANGAMINGTRADESHOW.COM**



# NETWORKING FOCUSED OPPORTUNITIES

## TRIBAL LEADER LOUNGE SPONSOR: \$15,000 (THREE AVAILABLE)

*The Tribal Leader Lounge on the exhibit hall floor is the place where tribal leaders relax, recharge and have meetings.*

- ▶ Your company logo on prominent display in the Tribal Leaders Lounge on the trade show floor.

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



## HIGH-PRIZED DRAWINGS: \$15,000 (ONE AVAILABLE)

- ▶ Your company logo on prominent display on the trade show floor

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## ANNUAL MEMBERSHIP MEETING SPONSORSHIP: \$15,000 (TWO AVAILABLE)

- ▶ Your company logo on prominent display at the Annual Membership Meeting

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## CULTURAL EVENT SPONSORSHIP: \$15,000 (THREE AVAILABLE)

- ▶ Your company logo on prominent display at the Cultural Event

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING  
TRADESHOW & CONVENTION**

**INDIANGAMINGTRADESHOW.COM**

# EDUCATION OPPORTUNITIES

## EDUCATION OPPORTUNITIES

The Indian Gaming Tradeshow & Convention delivers a comprehensive education program covering topics for every job role. The Indian Gaming Association is committed to providing relevant, informative and valuable conference sessions covering the business of gaming to new emerging topics like sports betting, esports, cashless payments and more.

### TITLE SPONSOR: \$20,000

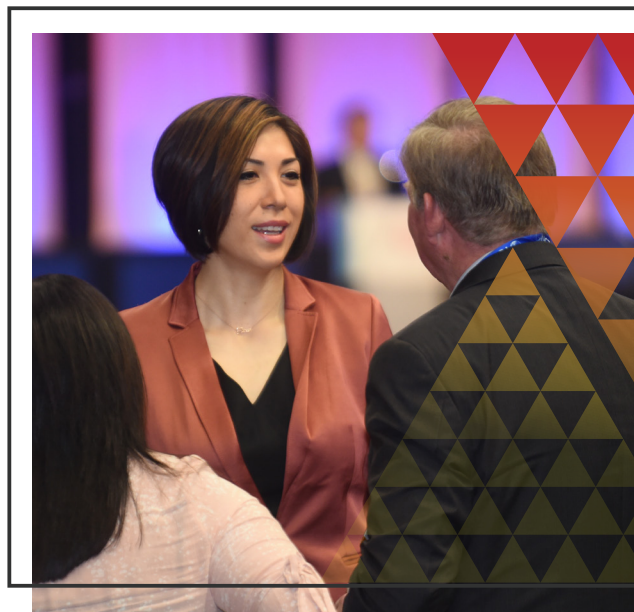
- ▶ Logo on all conference signage and website. Opportunity to distribute literature in every session.

### TRACK SPONSOR: \$12,500

- ▶ Logo on signage and websites relating to specific education track. Opportunity to distribute literature in every session in track.

### SESSION SPONSOR: \$5,000

- ▶ Logo on signage and website for individual session. Opportunity to distribute literature in single session.



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

INDIANGAMINGTRADESHOW.COM

# BRANDING OPPORTUNITIES - DIGITAL

## WEB BANNER: \$5,000

The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide.

## PRE-SHOW SPONSORED EMAIL - \$3,000 (LIMITED TO 5)

Connect with our pre-registered attendee list – you create the content and we deploy the email with your message. A great opportunity to showcase new products and services or booth highlights.

## MOBILE APP

Sponsor the opportunity that places the entire event at attendees' fingertips! The app lets attendees view the exhibitor list, sort the agenda and build their own itinerary.

### TITLE SPONSOR: \$20,000

- ▶ Large logo on the opening splash page of app
- ▶ Rotating web banner throughout app

### SUPPORTING SPONSOR: \$10,000

- ▶ Supporting sponsor level logo on opening splash page of app
- ▶ Rotating web banner throughout app

### ROTATING WEB BANNER: \$2,000

- ▶ Rotating web banner throughout app

### PUSH NOTIFICATION

Pop up notification that is shown to all app users with your personal message

- ▶ Individual: \$1,500
- ▶ Set of 3: \$2,500

## TRADESHOW PARTNER LOGO PROGRAM: \$10,000 (LIMIT 5)

Massive exposure with thousands of impressions through print, email & web.



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING**  
TRADESHOW & CONVENTION

**INDIANGAMINGTRADESHOW.COM**



# BRANDING OPPORTUNITIES - AT SHOW

## **AISLE SIGNS (EXCLUSIVE): \$20,000**

Sponsor logo featured on the aisle signs. A prime navigational tool for attendees.

---

## **BAG INSERT: \$3,000**

Have your literature included in the show bags that are handed out to buyers near registration. (limited to 15 participants).

---

## **BADGE LOGO: \$5,000**

Highlight your company logo and booth number on all attendee badges.

---

## **BANNERS/COLUMN WRAPS: CALL FOR PRICING AND AVAILABILITY**

Stop buyers in their tracks with high visibility banners/column wraps.

---

## **BATHROOM SPONSORSHIP (EXCLUSIVE): \$7,500**

Promotional signage place above urinals and on the doors of stalls in every bathroom on the show floor.

---

## **CUSTOM CARPET DECALS: \$10,000**

This highly visible opportunity will lead buyers right to your booth.



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING**  
TRADESHOW & CONVENTION

[INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)

# BRANDING OPPORTUNITIES - AT SHOW

## DOOR AND WINDOW DECALS (EXCLUSIVE): \$10,000

Your company logo or graphics on decals doors/windows in show lobby.

---

## DOUBLE SIDED 3' X 8' FREE-STANDING SIGNS: \$3,000

Signs are placed in high traffic areas and include production.

---

## ESCALATOR RUNNER (EXCLUSIVE): \$7,500

Have your branding on the center of the escalators.

\*Production and/or labor not included

---

## ENTRANCE UNIT SPONSOR (LIMITED TO 2): \$10,000

Graphic on all entrance units entering exhibit hall.

---

## ROVING SHOW FLOOR HANDOUT: \$10,000

Literature/promo item distributed by company representative in common areas on show floor.



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

[INDIANGAMINGTRADESHOW.COM](http://INDIANGAMINGTRADESHOW.COM)

# BRANDING OPPORTUNITIES - AT SHOW

## HOTEL KEY CARDS \$15,000 (2 AVAILABLE)

▶ Your company logo on hotel keycards and/or keycard envelopes at specific host hotels.

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

---

## INFORMATION COUNTERS (EXCLUSIVE): \$5,000

Sponsor logo and literature at all info counters in lobby and on the show floor.

---

## LANYARDS (EXCLUSIVE): \$25,000

Your company logo will appear on all lanyards given to attendees.

---

## LOBBY/OUTDOOR DISPLAY: \$10,000 OR CALL FOR PRICING

Stand out with a display in a high traffic area of the lobby. Subject to Fire Marshall approval.

---

## REGISTRATION HANDOUT (EXCLUSIVE): \$7,500

Literature/promo item distributed by company representative.



**APRIL 8-11, 2024**

ANAHEIM CONVENTION CENTER  
ANAHEIM, CA



**INDIAN GAMING**  
TRADESHOW & CONVENTION

INDIANGAMINGTRADESHOW.COM



# BRANDING OPPORTUNITIES - AT SHOW

## REGISTRATION SPONSOR: \$20,000 (4 AVAILABLE)

- ▶ Your company logo on prominent display at the registration area

### Includes Coral level sponsorship benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

---

## SHOW BAGS: \$7,500 (5 AVAILABLE)

- ▶ Your company logo on attendee show bags.

### Includes Opal level sponsorship benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

---

## MEETING ROOMS

Reserve a private meeting room for one-on-one meetings.

### MEETING ROOMS ON SHOW FLOOR

- ▶ Exhibitor: \$5,000 for 2 days
- ▶ Non-Exhibitor: \$10,000 for 2 days

### MEETING ROOMS OFF SHOW FLOOR

- ▶ Exhibitor: \$3,000 per day, \$5000 for 2 days
- ▶ Non-Exhibitors: \$7,500 per day, \$10,000 for 2 days

*\*\*we do not sell by hour. Full days only*



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING**  
TRADESHOW & CONVENTION

**INDIANGAMINGTRADESHOW.COM**

# INSERTION ORDER

## NETWORKING FOCUSED SPONSORSHIPS

- ☐ **CHAIRMAN'S WELCOME RECEPTION**
  - ☐ TITLE SPONSOR – \$25,000 (5 AVAILABLE)
  - ☐ BAG SPONSOR – \$20,000 (EXCLUSIVE)
- ☐ **CHAIRMAN'S AWARD LUNCHEON**
  - ☐ SUPPORTING SPONSOR – \$25,000 (5 AVAILABLE)
- ☐ **TRIBAL LEADER LOUNGE SPONSOR – \$15,000 (3 AVAILABLE)**
- ☐ **HIGH-PRIZED DRAWINGS: \$15,000 (1 AVAILABLE)**
- ☐ **ANNUAL MEMBERSHIP MEETING SPONSORSHIP: \$15,000 (2 AVAILABLE)**
- ☐ **CULTURAL EVENT SPONSORSHIP: \$15,000 (3 AVAILABLE)**

## EDUCATION OPPORTUNITIES

- ☐ **TITLE SPONSOR: \$20,000**
- ☐ **TRACK SPONSOR: \$12,500**
- ☐ **SESSION SPONSOR: \$5,000**

## BRANDING OPPORTUNITIES – DIGITAL

- ☐ **WEB BANNER: \$5,000**
- ☐ **PRE-SHOW SPONSORED EMAIL - \$3,000 (LIMITED TO 5)**
- ☐ **MOBILE APP**
  - ☐ TITLE SPONSOR: \$20,000
  - ☐ SUPPORTING SPONSOR: \$10,000
  - ☐ ROTATING WEB BANNER: \$2,000
  - ☐ PUSH NOTIFICATION – INDIVIDUAL: \$1,500
  - ☐ PUSH NOTIFICATION – SET OF 3: \$2,500
- ☐ **TRADESHOW PARTNER LOGO PROGRAM: \$10,000 (LIMIT 5)**

## BRANDING OPPORTUNITIES – AT SHOW

- ☐ **aisle signs (EXCLUSIVE): \$20,000**
- ☐ **BAG INSERT: \$3000**
- ☐ **BADGE LOGO: \$5,000**
- ☐ **BANNERS/COLUMN WRAPS: CALL FOR PRICING AND AVAILABILITY**
- ☐ **BATHROOM SPONSORSHIP (EXCLUSIVE): \$7,500**
- ☐ **CUSTOM CARPET DECALS: \$10,000**
- ☐ **DOOR AND WINDOW DECALS (EXCLUSIVE): \$10,000**
- ☐ **DOUBLE SIDED 3' X 8' FREE-STANDING SIGNS: \$3,000**
- ☐ **ESCALATOR RUNNER (EXCLUSIVE): \$7,500**
- ☐ **ENTRANCE UNIT SPONSOR (2 AVAILABLE): \$10,000**
- ☐ **ROVING SHOW FLOOR HANDOUT: \$10,000**
- ☐ **HOTEL KEY CARDS \$15,000 (2 AVAILABLE)**
- ☐ **INFORMATION COUNTERS (EXCLUSIVE): \$5,000**
- ☐ **LANYARDS (EXCLUSIVE): \$25,000**
- ☐ **LOBBY/OUTDOOR DISPLAY: \$7,500 OR CALL FOR PRICING**
- ☐ **REGISTRATION HANDOUT (EXCLUSIVE): \$7,500**
- ☐ **REGISTRATION SPONSOR: \$20,000 (4 AVAILABLE)**
- ☐ **SHOW BAGS: \$7,500 (5 AVAILABLE)**
- ☐ **MEETING ROOMS - EXHIBITOR: \$5,000 FOR 2 DAYS**
- ☐ **MEETING ROOMS - NON-EXHIBITOR: \$10,000 FOR 2 DAYS**
- ☐ **MEETING ROOMS OFF SHOW FLOOR - EXHIBITOR: \$3,000 PER DAY, \$5000 FOR 2 DAYS**
- ☐ **MEETING ROOMS OFF SHOW FLOOR - NON-EXHIBITORS: \$7,500 PER DAY, \$10,000 FOR 2 DAYS**

**TOTAL:** \_\_\_\_\_

**EMAIL COMPLETED FORM BACK TO ED GALLO AT EDWARD.GALLO@CLARIONEVENTS.COM**

Yes I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company Name:	Booth #:
Name:	Tel:
Email:	
Authorized Signature:	Date:

\*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items. Terms: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for the Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with the initial invoice. With an authorized signature the form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable. Management has the right to offer new products or positions throughout the show cycle that may not be listed above. Above prices are valid for current exhibitors.



**APRIL 8-11, 2024**

**ANAHEIM CONVENTION CENTER  
ANAHEIM, CA**



**INDIAN GAMING  
TRADESHOW & CONVENTION**

**INDIANGAMINGTRADESHOW.COM**